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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number	09849621	Docket Number	DT.0102
Filed	05/05/01	Group Art Unit	3623
Examiner	SUSANNA M. DIAZ	Customer No.	23669
Application Title	APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION		
First Named Inventor	PHIL DELURGIO		

RESPONSE C – AMENDMENT

VIA FACSIMILE: 571-273-8300

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action of 03/31/2006, with a shortened statutory period of response set to expire 06/21/2006, please amend the above identified application as set forth below. In addition, Applicant provides herewith a request for continued examination along with a terminal disclaimer to obviate a provisional double patenting rejection over a pending “reference” application.

Amendments to the Specifications begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 5 of this paper.

Remarks/Arguments begin on page 9 of this paper.

Conclusions begin on page 12 of this paper.